

IN THE SPECIFICATION:

Please replace paragraph [0021] on page 5 of the specification with the following amended paragraph:

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[0021] FIG. 1 is a block diagram of an example system 100 suitable for use with the present invention, and FIG. 2 is an event trace illustrating the operation of system 100. Generally speaking, the system 100 includes a number of sites 100A-N and users 130A-N that communicate with each other over a network 120. Referring to FIG. 2, a user 130 sends 210A a request to a site 110. In response to the request, the site 110 dynamically composes 220 a page (or a portion of a page). The site 110 makes 230A the page accessible to the user 130 and the user 130 typically accesses 230B the page.

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Please replace paragraph [0024] on page 6 of the specification with the following amended paragraph:

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[0024] In one specific embodiment, the network 120 is the Internet. The sites 110 include web sites, such as Yahoo!'s various properties: Launch!, News, Finance, etc. The users 130 include individuals who access the Internet, typically by browsers 135A such as Netscape's Navigator or Microsoft's Internet Explorer. The users 130 can also include other entities, such as software agents, spiders or bots that access sites under software control. The sites 110 transmit web pages to the users 130 in response to their requests. A typical site architecture is shown in FIG. 1. A web server 112A provides an interface to the Internet and a database 115A contains information about the components used to compose pages. The components themselves may or may not be included as part of the database 115A.

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Please replace paragraph [0025] on page 6 of the specification with the following amended paragraph:

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[0025] It should be noted that FIG. 1 is simplified for clarity. For example, the users 130A-N and sites 110A-N are shown as separate entities. In fact, the same entity may play both the role of a user and of a site. Entities may also take on different roles in different contexts. In addition, the roles of user and/or site can be distributed and/or divided among many different entities. For example, in order to compose and serve a page to a user 130A, a site 110A may request an article from another site (note the site 110A is acting as a user in this context), obtain ads from a third party ad server, and obtain some graphics and links from its internal database. The site itself may also be distributed for redundancy and/or performance reasons. For example, large sites such as Yahoo! typically run different web properties from different servers and use an architecture that is more sophisticated than that shown in FIG. 1. Multiple servers, databases, load balancers, etc. can be used to implement an actual site.

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Please replace paragraph [0026] on page 7 of the specification with the following amended paragraph:

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[0026] As further clarification, although the Internet will be used as the primary example in this disclosure, the invention may be used with other systems also. For example, the entities 110A and 130A may communicate with each other over separate communications networks or dedicated communications channels, rather than through the common network 120 of FIG. 1. Alternately, various parts of system 100 may be implemented by mobile components and may not be permanently attached to a communications network. For example, user 130A may interact with the other entities via a wireless connection.

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Please replace paragraph [0027] on page 7 of the specification with the following amended paragraph:

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[0027] Returning to the Internet example FIGS. 3-8 illustrate various examples comparing static composition to dynamic composition of pages in response to the same request. FIG. 3 is a flow diagram of an example dynamic composition method 320 suitable for use with these figures. In method 320, there is a default page 322 for the request. For example, the default page can be the statically composed page that would be served in the absence of dynamic composition. The components in the statically composed page are used 322 as the candidate components for the dynamically composed page. The normal value, effectiveness and actual value of the components as placed on the default page are calculated 324, as is the actual page value.

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Please replace paragraph [0035] on pages 9-10 of the specification with the following amended paragraph:

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[0035] FIG. 4B is a table showing the calculation of the value of the page in FIG. 4A using one specific type of common value system. Each page component has a nominal value. In this example, the nominal value may change as a function of the request or the user's profile. For example, the SARS Story has a nominal value of 95 because the request was a link to the SARS story. If the request had been a link to an unrelated news story, the nominal value of the SARS story would have been much lower. As another example, the Health Insurance Ad has a nominal value of 80 because it has strong relevancy to SARS, but it would have a lower nominal value in the context of non-health news stories. The nominal value of the Health Insurance Ad might also vary depending on the user profile and/or the CPM rate for the ad. The CPM rate is the cost per thousand views of the ad. For example, the nominal value might be higher for a user that was in the target demographic group or for ads with higher CPM rates. As a final example, the DSL ad is a house banner ad that is randomly placed on pages. It would likely have the same nominal value of 40 when placed on some other news page. The nominal value of the More Top Stories News link likely is also approximately constant across different news stories.

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Please replace paragraph [0040] on page 11 of the specification with the following amended paragraph:

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[0040] Whatever the factors used to determine the nominal value, the different factors are weighed against each other to come up with a single nominal value for the component. In one approach, the nominal value can simply be a weighted sum of the different factors. The unit of measure can vary. In FIGS. 4-5, the nominal values are expressed in unitless dimensions. However, one alternative is to express the nominal value in dollars per impression. In online advertising an impression may refer to the displaying of an ad to a user or any other contact that a user may have with an ad.